

## Message Text

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ACTION EB-07

INFO OCT-01 ARA-06 ISO-00 CCO-00 CIAE-00 OTPE-00 FCC-01

INR-07 NSAE-00 OC-06 BIB-01 /029 W

-----070157Z 096861 /71

R 062145Z JAN 77

FM AMEMBASSY LIMA

TO SECSTATE WASHDC 3223

INFO USIA WASHDC

USDOC WASHDC

AMEMBASSY BOGOTA

AMEMBASSY BUENOS AIRES

AMEMBASSY CARACAS

AMEMBASSY LA PAZ

AMEMBASSY QUITO

AMEMBASSY SANTIAGO

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PASS BIB

E.O. 11652: N/A

TAGS: BEXP, BTEL, PE

SUBJECT: COLOR TV DISCUSSIONS WITH PERUVIAN TELECOMMUNICATION  
OFFICIALS

REF: 76 STATE 300363; 76 LIMA 9911, 76 LIMA 9235

1. SUMMARY: AT REQUEST COMMERCE, JACOBS DISCUSSED ADOPTION  
OF COLOR TV SYSTEM WITH GOP OFFICIALS, NO DECISION YET  
MADE BETWEEN PAL AND NTSC, AND NONE EXPECTED THIS YEAR  
BECAUSE OF POOR ECONOMIC SITUATION AND LOW NATIONAL  
PRIORITY FOR PROJECT. NTSC NOT RULED OUT FOR PERU,  
BUT DECISION WHEN MADE WILL LIKELY BE BASED ON MOST  
FAVORABLE FINANCIAL AND CREDIT TERMS AND ARRANGEMENTS  
FOR ASSEMBLING SETS IN PERU, RATHER THAN ON  
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TECHNICAL STANDARDS. END SUMMARY.

2. AT REQUEST NYHEN (USDOC), GEORGE JACOBS DISCUSSED  
COLOR TV SITUATION WITH SEVERAL GOP TELECOMMUNICATION  
OFFICIALS INCLUDING GENERAL JUAN ERNESTO BARREDA.  
RECENTLY APPOINTED CHAIRMAN OF PERU'S ATOMIC ENERGY  
COMMISSION, BUT ALSO A DIRECTOR OF EMPRESA NACIONAL

DE TELECOMUNICACIONES (ENTEL) AND PREVIOUSLY A RANKING TELECOMMUNICATION OFFICIAL; CARLOS ROMERO, PREVIOUS DIRECTOR OF TELECOMMUNICATIONS IN MINISTRY OF TRANSPORT AND TELECOMMUNICATIONS BUT FOR PAST TWO YEARS ITU REGIONAL EXPERT FOR LATIN AMERICA, AND SOON TO BE APPOINTED DIRECTOR OF INSTITUTO NACIONAL DE INVESTIGACION Y CAPACITACION DE TELECOMUNICACIONES (INICTEL). AND PERCY FERNANDEZ, PRESENT DIRECTOR OF TELECOMMUNICATIONS. JACOBS HELD INDIVIDUAL DISCUSSION WITH EACH OFFICIAL, BUT KEY POINTS PRESENTED BY PERUVIANS WERE SIMILAR AND CONSISTENT. FOLLOWING IS SUMMARY OF KEY POINTS:

A. GOP SOCIOLOGISTS HAVE BEEN PUSHING FOR INTRODUCTION OF COLOR TV IN PERU TO "GET PEOPLE'S MINDS OFF OTHER PROBLEMS". OFFICIALS STATED, HOWEVER, BECAUSE OF CURRENT POOR ECONOMIC SITUATION, COLOR TV IS A VERY LOW NATIONAL PRIORITY AND SEVERAL YEARS AWAY.

B. SOME TECHNICAL UPGRADING PRESENTLY BEING UNDERTAKEN FOR PERUVIAN TV, BUT ONLY BLACK AND WHITE CAMERAS AND EQUIPMENT BEING PURCHASED.

C. OFFICIALS FULLY AWARE PROS AND CONS PAL AND NTSC SYSTEMS. INTEREST IN PAL DEVELOPED AS RESULT TELEFUNKEN (FRG) DEMONSTRATION PAL-M SYSTEM AT 1975 PACIFIC INTERNATIONAL TRADE FAIR IN LIMA. TELEFUNKEN ALSO SUGGESTED FAVORABLE FINANCIAL AND CREDIT TERMS FOR EQUIPMENT AND FOR ARRANGEMENTS TO ASSEMBLE SETS IN PERU. WHILE DEMONSTRATION WAS IMPRESSIVE AND OFFER ATTRACTIVE, GOP DECIDED NOT TO ADOPT COLOR TV AT THIS TIME BECAUSE OF LOW NATIONAL PRIORITY.

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D. GOP OFFICIALS AWARE THAT ALL CENTRAL AMERICA ON NTSC AS WELL AS NEIGHBORING ECUADOR AND THAT BULK OF EXTERNALLY PRODUCED PROGRAM MATERIAL USED IN PERU ORIGINATES IN USA OR MEXICO, WHERE BOTH COUNTRIES USE NTSC SYSTEM. THEY ALSO POINTED OUT THAT AT LEAST 2000 AND MAYBE AS MANY AS 5000 "ILLEGAL" COLOR TV RECEIVERS ALREADY IN USE IN LIMA FOR NTSC SYSTEM. THESE ARE OWNED BY RANKING MILITARY OFFICERS AND HIGH MIDDLE AND UPPER ECONOMIC CLASS. THEY RECEIVE NTSC COLOR WHEN LOCAL LIMA BLACK AND WHITE STATIONS TRANSMIT TAPES OR RELAY SATELLITE TRANSMISSIONS WHICH MAY CONTAIN COLOR SIGNAL. ACCORDING TO OFFICIALS THESE ARE POINTS IN FAVOR EVENTUAL ADOPTION NTSC SYSTEM BY PERU.

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INFO OCT-01 ARA-06 ISO-00 CCO-00 CIAE-00 OTPE-00 FCC-01

INR-07 NSAE-00 OC-06 BIB-01 /029 W

-----070157Z 098245 /71

R 062145Z JAN 77

FM AMEMBASSY LIMA

TO SECSTATE WASHDC 3224

INFO USIA WASHDC

USDOC WASHDC

AMEMBASSY BOGOTA

AMEMBASSY BUENOS AIRES

AMEMBASSY CARACAS

AMEMBASSY LA PAZ

AMEMBASSY QUITO

AMEMBASSY SANTIAGO

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E. WHILE NTSC DEFINITELY NOT REPEAT NOT RULED OUT FOR PERU, OFFICIALS EMPHASIZED THAT FINAL DECISION, WHEN EVENTUALLY MADE, WILL MOST LIKELY BE BASED ON MOST FAVORABLE FINANCIAL AND CREDIT TERMS AND ARRANGEMENTS FOR SET ASSEMBLY IN PERU, RATHER THAN ON TECHNICAL STANDARDS. ROMERO RECALLED SIMILAR SITUATION FEW YEARS AGO WITH PERUVIAN NATIONAL MICROWAVE SYSTEM. GOP WAS READY TO CHOOSE U.S. SOURCES FOR EQUIPMENT AND INSTALLATION, BUT EXPORT-IMPORT BANK VETOED FINANCIAL AND CREDIT TERMS. CONTRACTS EVENTUALLY WENT TO JAPANESE FIRMS, WHO WERE WILLING TO FINANCE AND EXTEND CREDIT AT TERMS FAVORABLE TO GOP. ROMERO ALSO POINTED OUT THAT CUBA RECENTLY ADOPTED NTSC COLOR SYSTEM, WITH EQUIPMENT AND KNOW-HOW TO BE SUPPLIED BY JAPANESE. HE IMPLIED PERU COULD ALSO GO NTSC ROUTE VIA JAPANESE IF THIS ECONOMICALLY MORE FAVORABLE.

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3. AT LEAST TWO OPPORTUNITIES UPCOMING IN PERU DURING 1977 FOR U.S. TO DEMONSTRATE AND "SELL" NTSC SYSTEM IF IT SHOULD CHOOSE TO DO SO. ROMERO

PLANNING FOR INICTEL TO SPONSOR A "COLOR TV SEMINAR" FOR LATIN AMERICAN COUNTRIES, AND BIENNIAL PACIFIC INTERNATIONAL TRADE FAIR WILL AGAIN BE HELD IN LIMA IN NOVEMBER 1977.

4. PACKET OF NTSC ARTICLES IN ENGLISH AND SPANISH PROVIDED BY COMMERCE GIVEN TO EACH GOP OFFICIAL CONTACTED BY JACOBS. EXTRA COPIES LEFT WITH EMBASSY COMMERCIAL ATTACHE.

5. EMBASSY STILL BELIEVES THAT OFFER BY EIA TO HOST A U.S. VISIT BY PERUVIAN DECISION-MAKERS IS BEST APPROACH AND WILL HELP INFLUENCE COLOR TV SYSTEM DETERMINATION IN FAVOR OF NTSC (76 LIMA 9235). WHILE ACTUAL DECISION MAY NOW BE POSTPONED UNTIL 1978, IT IS ESSENTIAL THAT VARIETY OF ACTIONS BE TAKEN IN 1977 TO FAVORABLY INFLUENCE OUTCOME.  
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**Reference:** 76 STATE 300363, 76 LIMA 9911, 76 LIMA 9235  
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**Review Markings:**  
Margaret P. Grafeld  
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